



MERIC's Halloween Fun Facts

According to the National Retail Federation, consumer confidence is high as a result of the strong national economy. Estimates indicate that families are planning to celebrate Halloween this year by spending an average of \$86.27, down slightly from last year's all-time high of \$86.79. Approximately 172 million Americans will participate in Halloween festivities, with projected spending at \$8.8 billion.

2,386,203

Estimated number of potential households in Missouri for trick-or-treaters.

1,142,600

Estimated number of all potential trick-or-treaters in Missouri (under the age of 15).

397,387

Estimated number of potential 15-19 year olds in Missouri getting too old to trick or treat.

October 30

The day before Halloween is *National Candy Corn Day*. Candy corn was first made in the 1880's.

Witch, Vampire and Super Hero

Top three adult costumes.

Princess, Super Hero and Spiderman

Top three costumes for children.

Pumpkin, Hot Dog and Super Hero

Top three costumes for pets.



29

The percent of people in the nation that will dress their pet in a costume for Halloween in 2019.

Missouri Haunted Houses:

[Fear Fest](#), [Paranormal Haunts](#), [Haunted Places](#), and the [Missouri Prison Paranormal Tour](#).

From insane asylums to haunted houses, there is an array of frightful features in Missouri to visit.

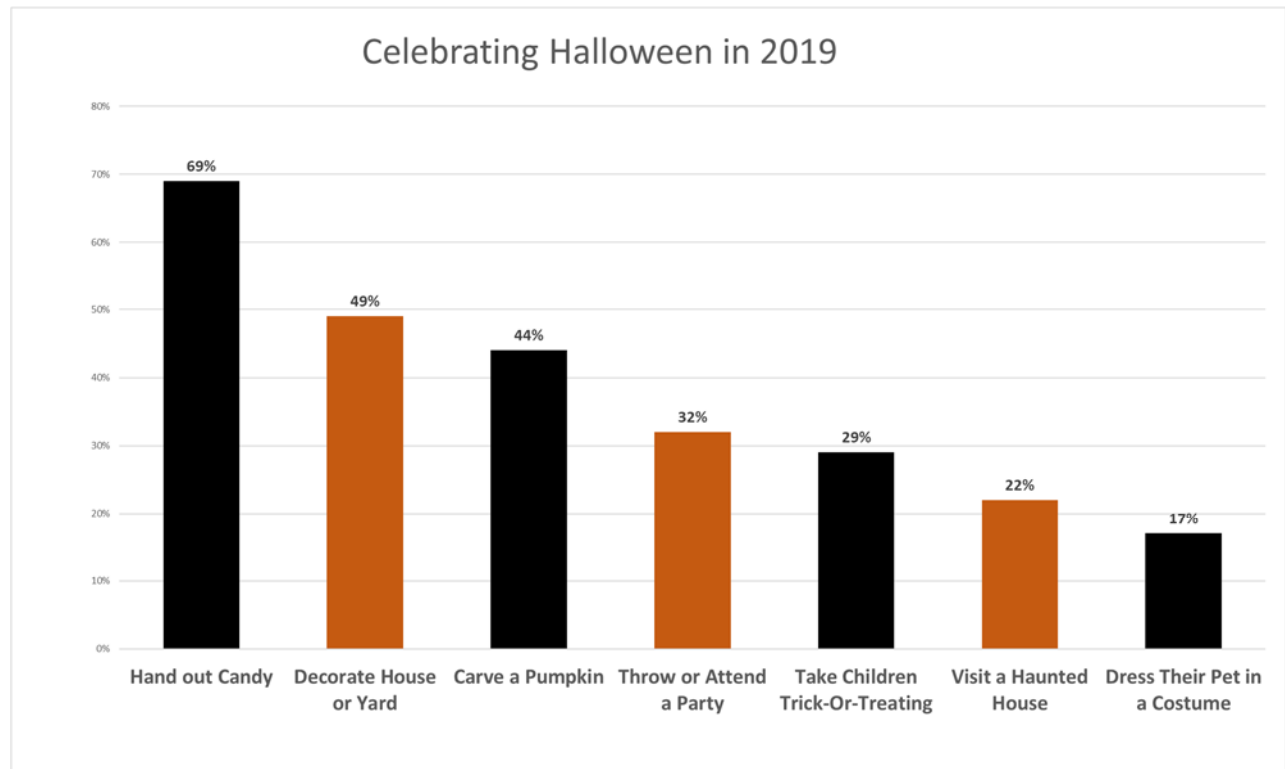


Cherry Mash

Cherry Mash candy is made at the *Chase Candy Shop* in St. Joseph, Mo and is one of Missouri's oldest candy factories.

Handout Candy

Number one way the nation plans to celebrate Halloween. Other popular ways to celebrate include decorating the home or yard, carving a pumpkin, and dressing in costumes.



Halloween Purchases

According to the NRF survey, total spending on costumes will be \$3.2 billion nationwide, followed by decorations (\$2.7 billion), candy purchases (\$2.6 billion), and greeting cards (\$390 million).

52

The number of *Confectionary and Nut Stores* in Missouri with 414 employees making an average weekly wage of \$356. (NAICS 445292)

\$659

Weekly wage of a *Chocolate and Confectionary* worker in Missouri. (NAICS 311350)

Pumpkin FUN FACTS

2,624

The number of pounds for the Guinness World Record pumpkin from Belgium in 2016.

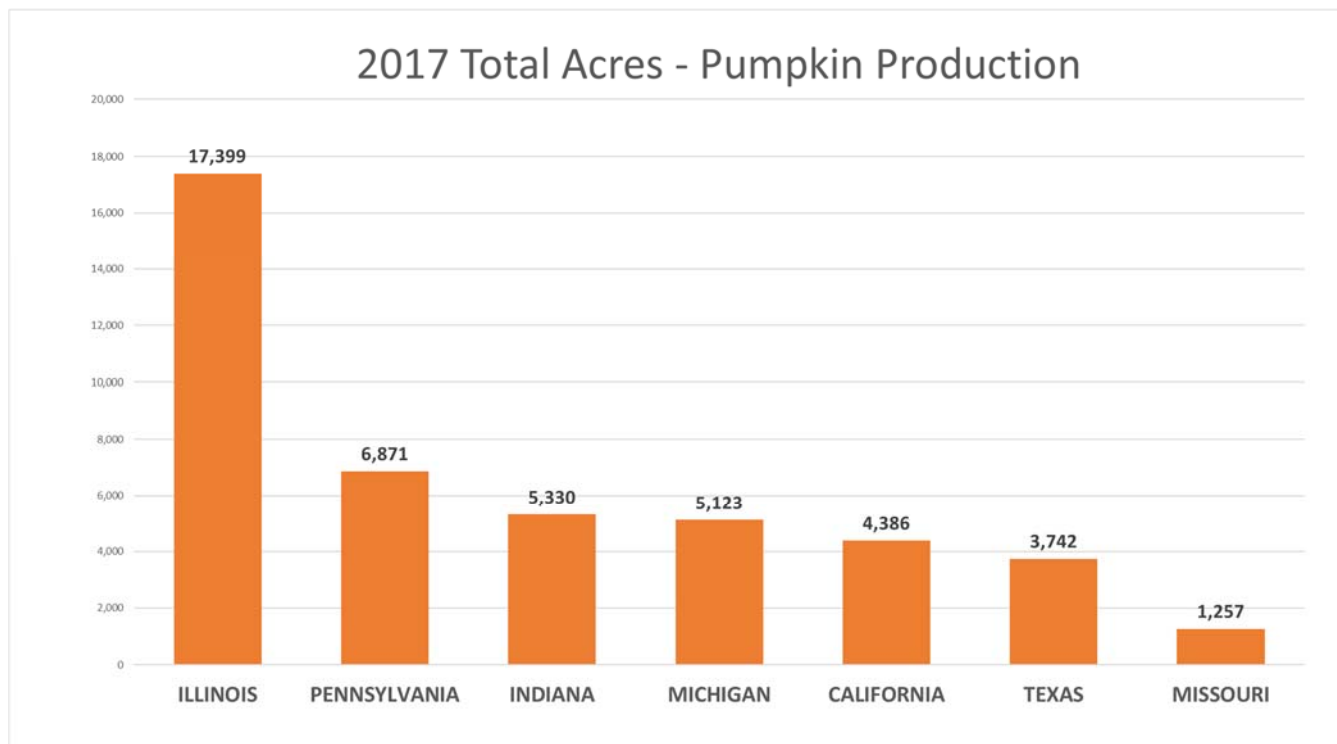


1,798

The number of pounds for the heaviest pumpkin grown in Missouri in 2019 by Richard Bottorf according to KMBC-TV.

1,257

The number of acres in Missouri used in pumpkin production. Illinois lead pumpkin production in the nation with 17,399 acre in pumpkin production, followed by Pennsylvania (6,871), Indiana (5,330), Michigan (5,123), California (4,386) and Texas (3,742).



Sources:

US Census
National Retail Federation
Prosper Insights & Analytics
<http://www.candyusa.com/>
Guinness Book of World Records
2017 Agriculture Census
2019 2nd quarter QCEW

<https://www.komu.com/news/missouri-man-grows-two-record-setting-pumpkins>